

Fiscal Year 2023 Advertising Spend by City Agency

City Agency Name	City Agency Acronym	In-Scope (Print, Digital, Radio, and TV)			50% Spending Goal Compliance per Local Law 83	Out-of-Scope	Fiscal Year 2023 Overall Total
		ECM	Non-ECM	Total In-Scope			
New York City Service	NYCS	\$19,260	N/A	\$19,260	100%	N/A	\$19,260
Office of Management and Budget	OMB	\$3,857	N/A	\$3,857	100%	N/A	\$3,857
Department of Youth and Community Development	DYCD	\$82,852	\$2,065	\$84,918	98%	\$71,504	\$156,421
Department of City Planning	DCP	\$5,834	\$588	\$6,422	91%	N/A	\$6,422
New York City Commission on Human Rights	CCHR	\$37,440	\$4,550	\$41,990	89%	\$80,129	\$122,119
Fire Department of New York	FDNY	\$1,671	\$326	\$1,997	84%	\$7,449	\$9,446
Department of Parks and Recreation	DPR	\$66,281	\$19,114	\$85,395	78%	\$46,306	\$131,701
Administration for Children's Services	ACS	\$627,901	\$193,951	\$821,851	76%	\$851,687	\$1,673,539
Public Engagement Unit	PEU	\$106,987	\$33,526	\$140,512	76%	\$368,038	\$508,550
Department of Finance	DOF	\$40,847	\$13,761	\$54,609	75%	\$35,003	\$89,612
Department of Consumer and Worker Protection	DCWP	\$59,134	\$20,340	\$79,474	74%	\$187,051	\$266,525
NYC Public Schools	NYC PUBLIC SCHOOLS	\$527,587	\$192,544	\$720,131	73%	\$5,274,089	\$5,994,220
Department of Citywide Administrative Services	DCAS	\$4,976	\$2,198	\$7,173	69%	\$1,631	\$8,804
Department of Probation	DOP	\$197,604	\$89,179	\$286,783	69%	N/A	\$286,783
Civic Engagement Commission	CEC	\$158,904	\$76,929	\$235,833	67%	\$245,835	\$481,668
Mayor's Office of Media and Entertainment	MOME	\$269,851	\$165,595	\$435,447	62%	N/A	\$435,447
New York City Police Department	NYPD	\$202,971	\$128,773	\$331,744	62%	\$2,010,901	\$2,342,645
Democracy NYC	DEMNYC	\$273,100	\$192,250	\$465,350	62%	\$344,879	\$810,229
Department of Small Business Services	SBS	\$387,805	\$269,110	\$656,915	62%	\$685,667	\$1,342,582
Department for the Aging	DFTA	\$337,697	\$268,092	\$605,789	62%	\$116,024	\$721,813
Health and Hospitals	H+H	\$648,761	\$621,156	\$1,269,918	62%	\$747,369	\$2,017,286
NYC Districting Commission	NYC DISTRICTING COMMISSION	\$23,750	\$25,880	\$49,630	62%	\$53,570	\$103,200
Department of Sanitation	DSNY	\$414,158	\$529,509	\$943,666	62%	\$844,272	\$1,787,938
Department of Social Services	DSS	\$166,509	\$236,478	\$402,986	62%	\$1,655,388	\$2,058,374
Department of Transportation	DOT	\$1,480,746	\$2,096,272	\$3,577,018	62%	\$1,571,237	\$5,148,255
Mayor's Office	MO	\$392,774	\$613,309	\$1,006,083	62%	\$1,702,756	\$2,708,839
NYC Emergency Management	NYCEM	\$49,113	\$79,879	\$128,993	62%	\$19,995	\$148,988
Mayor's Office of Climate and Environmental Justice	MOCEJ	\$84,925	\$154,680	\$239,605	62%	\$362,531	\$602,136
Department of Buildings	DOB	\$167,367	\$309,455	\$476,822	62%	\$155,950	\$632,772
Department of Design and Construction	DDC	\$5,606	\$10,535	\$16,141	62%	\$4,224	\$20,365
Racial Justice Commission	RJC	\$666,930	\$1,268,279	\$1,935,209	62%	\$644,518	\$2,579,728
Department of Health and Mental Hygiene	DOHMH	\$9,338,023	\$18,024,770	\$27,362,793	62%	\$9,099,776	\$36,462,569
Department of Correction	DOC	\$28,509	\$59,878	\$88,387	62%	\$127,604	\$215,991
Department of Housing Preservation and Development	HPD	\$20,371	\$53,496	\$73,866	62%	\$40,589	\$114,455
New York City Civilian Complaint Review Board	CCRB	\$15,205	\$85,000	\$100,205	62%	N/A	\$100,205
Department of Veterans Services	DVS	\$2,534	\$19,995	\$22,529	62%	\$10,455	\$32,984
Department of Environmental Protection	DEP	N/A	\$11,868	\$11,868	62%	\$9,753	\$21,621
Mayor's Office of Contract Services	MOCS	N/A	\$11,344	\$11,344	62%	\$75,271	\$86,615
Department of Investigation	DOI	N/A	N/A	N/A	62%	\$24,123	\$24,123
Mayor's Office to End Domestic and Gender-Based Violence	ENDGBV	N/A	N/A	N/A	62%	\$120,000	\$120,000
GRAND TOTAL		\$16,917,840	\$25,884,672	\$42,802,512	40%	\$27,595,574	\$70,398,086